

### REMARKS

Claims 35-38 are pending in the present application. Claim 35 has been amended to correct a typographical error.

#### **Rejection of claims under 35 USC § 102(e)**

Claims 35-38 are rejected under 35 USC § 102(e) as being anticipated by U.S. Patent No. 6,356,899 to Chakrabarti et al. ("the Chakrabarti reference").

Claim 35 of the present application is directed to a system for providing enhanced web-browsing that includes a data double that contains data identifying a member. The system also includes a personal site that the member uses to access a service provider content. The system also includes an engine that processes the data double and the service provider content to provide relevant and meaningful content to the member through the personal site.

The data double, which is one of the key features recited in claim 35, is explained in page 5, lines 10-14 of the present application:

By managing the context and the subscriber's identity (the data double), the personal site provides information that is relevant and of interest to the subscriber from the network. When the subscriber accesses through the personal site, the identity or data double virtually moves with the subscriber so that the service providers provide targeted and relevant services and information based on the data double. Using privacy preferences, the SmartChannel (i.e., the invention) exchanges information from the subscriber's data double with the service providers to provide more personalized content.

Thus the data double recited in claim 35 of the present application allows a member to receive targeted and relevant services from service providers. The data double allows various matching, such as, for example, life event matching. If the data double includes information about life events such as a promotion, a marriage, or a pregnancy, the invention can provide content suited to those events. For example, a baby food manufacturer might provide discounts on baby food.

In the Office Action, the Examiner has cited the Chakrabarti reference as pertinent to the patentability of claim 35 of the present application. Specifically, in paragraph 11 of the Office Action, the Examiner said that the Chakrabarti reference discloses (in Abstract; Figures 1, 5-7; column 5, lines 53-67; column 10, lines 1-8; column 13, lines 23-33; and column

32, lines 33-65) a data double that contains data identifying a member and an engine that processes the data double and a service provider content to provide relevant and meaningful content to the member through a personal site.

Applicants submit that the Chakrabarti reference discloses a method for creating a database with a hierarchical, frame-based organizational structure of a user's selection. The frames receive pages from the World Wide Web that are retrieved based on queries submitted by the user. The pages are organized based on their relevance to respective frames (column 5, lines 57-67). Thus, the Chakrabarti reference is not relevant to claim 35 of the present application.

Applicants submit that the Chakrabarti reference does not disclose or teach a data double that contains data identifying a member. Also, the Chakrabarti reference does not disclose a search engine that processes the data double and a service provider content to provide relevant and meaningful content to the member.

Since the Chakrabarti reference does not disclose or teach a data double and a search engine that processes the data double and a service provider content to provide relevant and meaningful content to the member, claim 35 is allowable over the Chakrabarti reference. Claims 36-38 depend from claim 35. Thus claims 36-38 are also allowable for the reasons recited above and further in view of additional limitations recited in the dependent claims.

### **Rejection of claims under 35 USC 103**

Claims 35-38 are rejected under 35 USC 103(a) as being unpatentable over U.S. Patent No. 5,796,393 to MacNaughton ("the MacNaughton reference"), in view of U.S. Patent No. 6,631,496 to Li et al ("the Li reference").

In paragraph 18 of the Office Action, the Examiner said that the MacNaughton reference discloses (in Abstract; Figures 1, 1-1B, 6; column 1, lines 19-34; column 6, lines 24-42) a data double that contains data identifying a member and an engine that processes the data double and a service provider content to provide relevant and meaningful content to the member through a personal site.

Applicants submit that the MacNaughton reference discloses a community browser that allows those with similar interests or shared circumstances to enjoy on-going social relations. The MacNaughton reference discloses a set of tools that allow users with similar

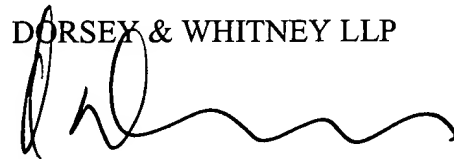
interests participate in chats, games, threaded messaging, shared bookmarks, etc. (column 3, lines 8-14).

Applicants respectfully submit that the MacNaughton reference does not disclose a combination of a data double and a search engine that allows a member to receive targeted and relevant services from service providers. Applicant submits that the Li reference also does not disclose the combination of a data double and a search engine that allows a member to receive targeted and relevant services from service providers. Thus, claim 35 of the present application is allowable over the MacNaughton and Li references. The dependent claims 36-38 are also allowable for at least the same reasons.

All of the claims remaining in the application are now clearly allowable. Favorable consideration and a Notice of Allowance are earnestly solicited.

Respectfully submitted,

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